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Google AD Words + SEM + SEO

“Digital Marketing”

AdWords (Google AdWords)

AdWords (Google AdWords) is an [advertising](#) service by Google for businesses wanting to display ads on Google and its advertising network. The AdWords program enables businesses to set a budget for advertising and only pay when people click the ads. The ad service is largely focused on [keywords](#).

Businesses that use AdWords can create relevant ads using keywords that people who search the Web using the Google [search engine](#) would use. The keyword, when searched for triggers your ad to be shown. AdWords at the top ads that appear under the heading "Sponsored Links" found on the right-hand side or above Google search results. If your AdWords ad is clicked on, Google search users are then directed to your [website](#).

SEM is short for search engine marketing.

SEM is a type of Internet marketing associated with the researching, submitting and positioning of a [website](#) within [search engines](#) to achieve maximum visibility and increase your share of paid and/or [organic](#) traffic referrals from search engines.

SEM involves things such as search engine optimization ([SEO](#)), [keyword](#) research, competitive analysis, paid listings and other search engine services that will increase search traffic to your site.

SEO

SEO is short for search engine optimization. Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a [website](#) by obtaining a high-ranking placement in the search results page of a [search engine \(SERP\)](#) -- including Google, Bing, Yahoo and other search engines.

It is common practice for [Internet](#) search users to not click through pages and pages of search results, so where a site ranks in a search results page is essential for directing more [traffic](#) toward the site. The higher a website naturally ranks in [organic](#) results of a search, the greater the chance that that site will be visited by a user.

Contrast with SEO

SEM is a broader term than [SEO](#). Where SEO aims to provide better organic search results, SEM helps you successfully target users of search engines via advertising (paid) links in search results in addition to organic search to send targeted traffic to your website.

SEO and SEM are not competing services. SEO is considered a subset of SEM services. Today, if you want to conduct business on the Internet you need to be visible in both organic and advertised links, which means you need both SEO and SEM.

Our service charges for SEO, SEM

Duration	Packages
For 2 Month	40,000/-
For 3 Month	50,000/-
For 6 Month	90,000/-
For 12 Month	1,60,000/-
<i>18% GST are excluded in above quotation.</i>	
<i>We Need PDC Cheques in advance with 1st date of every month</i>	